

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK3164 – Industrial Marketing

(All sections / Groups)

13 March 2018

9.00am to 11.00am

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages with **FIVE (5)** question (Including the cover page).
2. Answer **ALL** the questions.
3. Answer in the answer booklet provided.

Answer ALL FIVE (5) questions.

Question 1

Discuss how a manager can enhance, the success of a new business service that he has undertaken.

(20 marks)

Question 2

Describe and explain the **FOUR (4)** *Brand-Building* techniques that can be applied by Celcom telecommunication service provider, to build its brand.

(20 marks)

Question 3

The product positioning process comprises of 6 steps. List and discuss briefly the **SIX (6)** steps in the product positioning process, with relevant examples.

(20 marks)

Question 4

What is relationship marketing, and discuss why marketing managers usually prefer to use Customer Relationship Management tools in their organisations

(20 marks)

Question 5

Why personal selling is considered as one of the most important promotional techniques, in B2B marketing? Explain briefly.

(20 marks)

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